

We Claim:

1. A coating composition comprising:
a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light.
2. The coating composition of claim 1, wherein said colorants comprise dyes or pigments.
3. The coating composition of claim 2, wherein said dyes are selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphylmethanes, quinolones, stilbenes and triphenylmethanes.
4. The coating composition of claim 2, wherein said pigments are selected from the group consisting of azo (monoazo, disazo), naphthol, naphthol AS, salt type (lakes), benzimidazolone, condensation, metal complex, isoindolinone, isoindoline and polycyclic (phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, quinophthalone) pigments.
5. The coating composition of claim 4, wherein said pigments have a particle size of less than about 150 nm.
6. The coating composition of claim 5, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.3 mm.

7. The composition of claim 5, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.1 mm.

8. The coating composition of claim 1, wherein said resinous binder comprises a curable polymer composition.

9. The coating composition of claim 1, wherein the concentration of said colorants in said coating composition is about 0.001 wt.% to about 50 wt.%.

10. The coating composition of claim 1, wherein the concentration of said colorants in said coating composition is about 0.001 wt.% to about 20 wt.%.

11. The coating composition of claim 1, wherein said reflective pigment is selected from the group consisting of aluminum flake, metal oxide coated mica, graphite flake, and metallic covered glass flake.

12. The coating composition of claim 11, wherein the concentration of said reflective pigment in said coating composition is about 0.1 wt.% to about 50 wt.%.

13. A coated article comprising a substrate and the coating composition of claim 1, wherein said colorants are present in a first layer and said reflective pigments are present in a second layer underlying said first layer.

14. The coated article of claim 13, further comprising a third layer overlying said first layer, said third layer comprising an uncolored polymer composition.